GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1517
ANSWERED ON:31.07.2003
OBJECTIONABLE ADVERTISEMENTS ON HINDU DEITIES
RADHA MOHAN SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware that several Hindu Deities are being shown in disrespecting manner in advertisements telecast on various channels including the one in which Kauravs have been shown pulling the sari of Draupadi;

(b) if so, whether the Government propose to ban the advertisements showing Hindu Deities and also take legal action against the advertisement company which have shown the Kaurav pulling the sari of Draupadi; and

(c) if so, the details thereof;

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (c): The advertisements of all TV channels whentransmitted/retransmitted through the cable network are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framedthereunder. The Advertising Code inter alia prohibits advertisements, which containreferences which hurt religious sentiments and which offend religious susceptibilities of the subscribers. Complaints from members of the public and organisation are received from time to time regarding alleged violations of Advertising Code. The Central Government has constituted an inter-ministerial committee under Section 20 of the aforesaid Act to look into the violation of the Advertising Code. Cognizance of such violation of Advertising Code is also taken suo-moto by the Committee. No complaint about any such advertisement, on any TV channel has been brought to the notice of the Government.